



WDIV

ORDER

Print Date 11/07/12

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Flight Dates **11/01/12-11/06/12**

Contract / Revision **263434 /**

Original Date / Revision
10/31/12 11/04/12

Advertiser **Pol/B Obama/Pres/D**

Agency **GMMB**

Buying Contact

**3050 K Street NW
Suite 100
Washington, DC 20007**

Primary Account Executive
Nick Welte

Account Executive	Order%	Start Date	End Date
Nick Welte	100%		

Product
OBAMA FOR AMERICA

Agency Com 15%

Billing Contact

**3050 K Street NW
Suite 100
Washington, DC 20007**

Sales Office PHI

Sales Region NAT

Agency Ref

Order Sep 00:15:00

Estimate # **2307**

Alt Order # **06401236**

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A35+

Rev Codes AGY POL CAND

Product Codes PL-Presidential-Democrat

Priority LUR

Advertiser Ref

Order Share 100% Market Value 127805

Competing Station	% of Order	Amount
CABLE	%	0
WDWB	%	0
WJBK	%	0
WKBD	%	0
WWJ	%	0
WXYZ	%	0

Order Totals

Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
November 2012	77	\$108,634.25	\$127,805.00	0.00	10/29/12	11/06/12	77	\$108,634.25	\$127,805.00
Totals	77	\$108,634.25	\$127,805.00	0.00					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
E 1	WDIV	11/04/12	11/04/12	Sun 8-9am Loc News Sun Local News 8-9am	CM	Sun 8-9am	-----1	:30	1	\$300.00	LUR	0.00	NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 10/29/12	11/04/12	-----1		1		\$300.00		0.00					
E 2	WDIV	11/04/12	11/04/12	Sun 9-10am Today Show Sun Today Show 9-10A	CM	9A-10A	-----2	:30	2	\$450.00	LUR	0.00	NM	2	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 10/29/12	11/04/12	-----2		2		\$450.00		0.00					
E 3	WDIV	11/02/12	11/06/12	4:30am Local News M-F 4:30am Local News	CM	4:30-5am M-F	MT--F--	:30	2	\$175.00	P-1	0.00	NM	3	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 11/01/12	11/07/12	MT--F--		2		\$175.00		0.00					



WDIV

Print Date: 11/07/12

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Contract / Revision **263434** Flight Dates **11/01/12-11/06/12**

Hiatus Dates

Original Date / Revision 10/31/12/ 11/04/12

Order Sep 00:15:00

Advertiser **Pol/B Obama/Pres/D**

Product **OBAMA FOR AMERICA**

Estimate # **2307**

													Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
E 3	WDIV	11/02/12	11/06/12	4:30am Local News M-FCM 4:30am Local News		4:30-5am M-F	MT--F--	:30	2	\$175.00	P-1	0.00 NM	3	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		11/01/12	11/07/12	MT--F--	2		\$175.00		0.00					
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg Type</u>		
2	WDIV	11/01/12-11/07/12		4:30am Local News M-F		4:30-5am M-F	MT---F----	:30		(\$175.00)		0.00 NM		
See MG 3.3														
3	WDIV	11/01/12-11/07/12		4-5a Lcl Nws 11/5-11/6		4:30-5am	(4:30 AM-5:00 AM)-----	:30		(\$175.00)		0.00 NM		
Ⓜ See MG 3.4,3.5														
[n/a]														
4	WDIV	11/05/12-11/05/12		M-F 136-4AM/S&SU 1236-4A CARSON DALY			M-----	:30		\$100.00		0.00 NM		
Ⓜ MG for 3.3 11/05														
[MAKING GOOD FROM MON 11/5 430A-5A @ \$175 TO MON 11/5 CARSON DALY @ \$100 AND 11/5 LATE NEWS REPEAT @ \$75]														
5	WDIV	11/05/12-11/05/12		M-F Local 4 News Repeat	302-332x		M-----	:30		\$75.00		0.00 NM		
Ⓜ MG for 3.3 11/05														
[MAKING GOOD FROM MON 11/5 430A-5A @ \$175 TO MON 11/5 CARSON DALY @ \$100 AND 11/5 LATE NEWS REPEAT @ \$75]														
E 4	WDIV	11/02/12	11/06/12	5-6am Local News M-F CM Local 4 News Today 5-6A		5-530a (5:00 AM-5:30 AM)	MT--F--	:30	2	\$275.00	LUR	0.00 NM	2	\$550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		11/01/12	11/07/12	MT--F--	2		\$275.00		0.00					
E 5	WDIV	11/02/12	11/06/12	5-6am Local News M-F CM Local 4 News Today 5-6A		530-6a (5:30 AM-6:00 AM)	MT--F--	:30	2	\$300.00	LUR	0.00 NM	2	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		11/01/12	11/07/12	MT--F--	2		\$300.00		0.00					
E 6	WDIV	11/02/12	11/06/12	6-7am Local 4 News M-FCM Local 4 News Today @ 6/		6A-630A (6:00 AM-6:30 AM)	MT--F--	:30	2	\$1,100.00	P-2	0.00 NM	2	\$2,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		11/01/12	11/07/12	MT--F--	2		\$1,100.00		0.00					
E 7	WDIV	11/02/12	11/06/12	6-7am Local 4 News M-FCM Local 4 News Today @ 6/		630A-7A (6:30 AM-7:00 AM)	MT--F--	:30	2	\$1,200.00	P-2	0.00 NM	2	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		11/01/12	11/07/12	MT--F--	2		\$1,200.00		0.00					
E 8	WDIV	11/02/12	11/06/12	7-9am Today Show M-FCM Today Show		7-8a (7:00 AM-8:00 AM)	MT--F--	:30	2	\$1,350.00	P-2	0.00 NM	2	\$2,700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		11/01/12	11/07/12	MT--F--	2		\$1,350.00		0.00					
E 9	WDIV	11/02/12	11/06/12	7-9am Today Show M-FCM Today Show		8-9a (8:00 AM-9:00 AM)	MT--F--	:30	2	\$1,350.00	P-2	0.00 NM	2	\$2,700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		11/01/12	11/07/12	MT--F--	2		\$1,350.00		0.00					
E 10	WDIV	11/03/12	11/03/12	Sat 6-8am Loc News CM Sat 6-8am/Local 4 News		6-7am (6:00 AM-7:00 AM)	-----1-	:30	1	\$550.00	P-2	0.00 NM	1	\$550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/29/12	11/04/12	-----1-	1		\$550.00		0.00					
E 11	WDIV	11/03/12	11/03/12	Sat 6-8am Loc News CM Sat 6-8am/Local 4 News		7-8am (7:00 AM-8:00 AM)	-----1-	:30	1	\$600.00	P-2	0.00 NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week:		10/29/12	11/04/12	-----1-	1		\$600.00		0.00					
E 12	WDIV	11/03/12	11/03/12	Sat Today 8-10am CM Sat 8-10am Today		Sat 8-9am Today (8:00 AM-9:00 AM)	-----1-	:30	1	\$600.00	LUR	0.00 NM	1	\$600.00



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Contract / Revision **263434** Flight Dates **11/01/12-11/06/12**

Hiatus Dates

Original Date / Revision 10/31/12/ 11/04/12

Order Sep 00:15:00

Advertiser **Pol/B Obama/Pres/D**

Product **OBAMA FOR AMERICA**

Estimate # **2307**

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 12	WDIV	11/03/12	11/03/12	Sat Today 8-10am Sat 8-10am Today	CM	Sat 8-9am Today (8:00 AM-9:00 AM)	-----1-	:30	1	\$600.00	LUR	0.00	NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	-----1-	1		\$600.00		0.00						
E 13	WDIV	11/04/12	11/04/12	Sun 6-730am Loc News Sun News 6-730am	CM	Sun 7-7:30am (7:00 AM-7:30 AM)	-----1	:30	1	\$550.00	P-2	0.00	NM	1	\$550.00
Week:		10/29/12	11/04/12	-----1	1		\$550.00		0.00						
E 14	WDIV	11/02/12	11/06/12	Today Show 9-10a M-F Today Show 9-10A	CM	9A-10A	MT--F--	:30	3	\$375.00	LUR	0.00	NM	3	\$1,125.00
Week:		11/01/12	11/07/12	MT--F--	3		\$375.00		0.00						
E 15	WDIV	11/01/12	11/05/12	Ellen 10-11a M-F 10-11AM Ellen	CM	10-11A Ellen	M--TF--	:30	3	\$550.00	P-2	0.00	NM	3	\$1,650.00
Week:		11/01/12	11/07/12	M--TF--	3		\$550.00		0.00						
E 16	WDIV	11/01/12	11/06/12	Today III 11-12n M-F Today III	CM	11A-12N Today III	MT--TF--	:30	4	\$375.00	P-2	0.00	NM	4	\$1,500.00
Week:		11/01/12	11/07/12	MT--TF--	4		\$375.00		0.00						
E 17	WDIV	11/01/12	11/06/12	Noon Nws 12-1p 10/29- Noon News 10/29-11/6	CM	12-1p	MT--TF--	:30	4	\$850.00	P-2	0.00	NM	4	\$3,400.00
Week:		11/01/12	11/07/12	MT--TF--	4		\$850.00		0.00						
E 18	WDIV	11/01/12	11/05/12	Jeff Probst 2-3p Jeff Probst	CM	2-3p	M--TF--	:30	3	\$400.00	P-2	0.00	NM	3	\$1,200.00
Week:		11/01/12	11/07/12	M--TF--	3		\$400.00		0.00						
E 19	WDIV	11/02/12	11/05/12	Ricki Lake 3-4p Ricki Lake	CM	3-4p	M---F--	:30	2	\$275.00	LUR	0.00	NM	2	\$550.00
Week:		11/01/12	11/07/12	M---F--	2		\$275.00		0.00						
E 20	WDIV	11/02/12	11/05/12	M-F Local News @ 4pm M-F Local News @ 4pm	CM	4p-430pm	M---F--	:30	2	\$850.00	P-2	0.00	NM	2	\$1,700.00
Week:		11/01/12	11/07/12	M---F--	2		\$850.00		0.00						
E 21	WDIV	11/02/12	11/05/12	M-F 430-5P Inside Editio Inside Edition M-F 430-5p	CM	430p-5p	M---F--	:30	2	\$1,200.00	P-1	0.00	NM	2	\$2,400.00
Week:		11/01/12	11/07/12	M---F--	2		\$1,200.00		0.00						
E 22	WDIV	11/02/12	11/05/12	5-6pm Local 4 News M- M-F Local 4 News 5-6pm	CM	5P-530P (5:00 PM-5:30 PM)	M---F--	:30	2	\$2,200.00	P-1	0.00	NM	2	\$4,400.00
Week:		11/01/12	11/07/12	M---F--	2		\$2,200.00		0.00						
E 23	WDIV	11/02/12	11/05/12	5-6pm Local 4 News M- M-F Local 4 News 5-6pm	CM	530P-6P (5:30 PM-6:00 PM)	M---F--	:30	2	\$2,500.00	P-1	0.00	NM	2	\$5,000.00
Week:		11/01/12	11/07/12	M---F--	2		\$2,500.00		0.00						
E 24	WDIV	11/02/12	11/05/12	6-630pm Local 4 News M-F Local 4 News 6-630p	CM	6P-630P	M---F--	:30	2	\$2,500.00	P-1	0.00	NM	2	\$5,000.00
Week:		11/01/12	11/07/12	M---F--	2		\$2,500.00		0.00						



WDIV

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Contract / Revision **263434** Flight Dates **11/01/12-11/06/12**

Hiatus Dates

Original Date / Revision 10/31/12/ 11/04/12

Order Sep 00:15:00

Advertiser **Pol/B Obama/Pres/D**

Product **OBAMA FOR AMERICA**

Estimate # **2307**

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 24	WDIV	11/02/12	11/05/12	6-630pm Local 4 News 10M M-F Local 4 News 6-630p	CM	6P-630P	M--F--	:30	2	\$2,500.00	P-1	0.00	NM	2	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		11/01/12	11/07/12	M--F--					2	\$2,500.00		0.00			
E 25	WDIV	11/03/12	11/03/12	Sat 7-8p Local News 11/3M Sat Local News 11/3	CM	7-8p	-----1-	:30	1	\$2,200.00	P-1	0.00	NM	1	\$2,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-----1-					1	\$2,200.00		0.00			
E 26	WDIV	11/04/12	11/04/12	Sun 6-630pm Local News 6M Sun 6pm	CM	Sun 6pm	-----1	:30	1	\$1,850.00	P-1	0.00	NM	1	\$1,850.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-----1					1	\$1,850.00		0.00			
E 27	WDIV	11/02/12	11/05/12	M-F Access 7-730P Wheel of Fortune M-F Wheel of Fortune	CM	7P-730P	M--F--	:30	2	\$3,200.00	P-2	0.00	NM	2	\$6,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		11/01/12	11/07/12	M--F--					2	\$3,200.00		0.00			
E 28	WDIV	11/02/12	11/05/12	Jeopardy 730-8p M-F M-F Jeopardy	CM	730P-8P	M--F--	:30	2	\$3,000.00	P-2	0.00	NM	2	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		11/01/12	11/07/12	M--F--					2	\$3,000.00		0.00			
E 29	WDIV	11/01/12	11/05/12	11-1145p News 10/31-11/5 Late News 10/31-11/5	CM	11-1145p	M--TF--	:30	3	\$2,900.00	P-2	0.00	NM	3	\$8,700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		11/01/12	11/07/12	M--TF--					3	\$2,900.00		0.00			
E 30	WDIV	11/03/12	11/03/12	Sat Local 4 News @ 11P Sat 11-1130P Late News	CM	11-1130P	-----1-	:30	1	\$2,400.00	P-2	0.00	NM	1	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-----1-					1	\$2,400.00		0.00			
E 31	WDIV	11/04/12	11/04/12	Sun News after FB Sun LN after FB	CM	Sun LN after FB	-----1	:30	1	\$1,900.00	LUR	0.00	NM	1	\$1,900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-----1					1	\$1,900.00		0.00			
E 32	WDIV	11/01/12	11/05/12	1145-1248a Tonight 10/31-11/5 Tonight Show 10/31-11/5	CM	1145p-1248a	M--TF--	:30	3	\$1,100.00	P-2	0.00	NM	3	\$3,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		11/01/12	11/07/12	M--TF--					3	\$1,100.00		0.00			
E 33	WDIV	11/01/12	11/05/12	1248-147a Fallon 10/31-11/5 Fallon Expand 10/31-11/5	CM	1248-147a	M--TF--	:30	3	\$250.00	P-2	0.00	NM	3	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		11/01/12	11/07/12	M--TF--					3	\$250.00		0.00			
E 34	WDIV	11/05/12	11/05/12	Monday 8-10p The Voice	CM	8-10PM	1-----	:30	1	\$10,000.00	P-2	0.00	NM	1	\$10,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		11/05/12	11/11/12	1-----					1	\$10,000.00		0.00			
E 35	WDIV	11/01/12	11/01/12	Thursday 8-10p The Voice	CM	8-10PM	---3---	:30	3	\$4,000.00	P-2	0.00	NM	3	\$12,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	---3---					3	\$4,000.00		0.00			
E 36	WDIV	11/02/12	11/02/12	Friday 10-11p Dateline NBC	CM	10-11PM	----2--	:30	2	\$2,500.00	P-2	0.00	NM	2	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		11/02/12	11/02/12	----2--					2	\$2,500.00		0.00			



Hiatus Dates

Order Sep 00:15:00

Estimate # **2307**

														<u>Totals</u>	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 36	WDIV	11/02/12	11/02/12	Friday 10-11p Dateline NBC	CM	10-11PM	----2--	:30	2	\$2,500.00	P-2	0.00	NM	2	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>					<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	----2--	2					\$2,500.00		0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	WDIV	10/29/12-11/04/12		Friday 10-11p		10-11PM	-----F----	:30		(\$2,500.00)		0.00	NM		
See MG 36.3															
[P=GRIMM NOT DATELINE 10-11P ON FRI 11/2]															
2	WDIV	10/29/12-11/04/12		Friday 10-11p		10-11PM	-----F----	:30		(\$2,500.00)		0.00	NM		
See MG 36.4															
[P=GRIMM NOT DATELINE 10-11P ON FRI 11/2]															
3	WDIV	10/29/12-11/04/12		Friday 8-9p		8-9PM	-----F----	:30		\$2,500.00		0.00	NM		
Ⓜ MG for 36.1 11/02															
[OK per Nick to put through - SEND THRU MEDIA LINE]															
4	WDIV	10/29/12-11/04/12		Friday 10-11p		10-11PM	-----F----	:30		\$2,500.00		0.00	NM		
Ⓜ MG for 36.2 11/02															
[reinstating in timperiod]															
E 37	WDIV	11/04/12	11/04/12	NBC Sun Night Football	CM	815-1130p	-----2	:30	2	\$12,000.00	P-2	0.00	NM	2	\$24,000.00
				NBC Sunday Night Footb:											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>					<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-----2	2					\$12,000.00		0.00			
N 38	WDIV	11/04/12	11/04/12	530-6a Inside Edition Sun	CM	530-6a	-----S	:30	1	\$380.00	LUR	0.00	NM	1	\$380.00
				Inside Edition Sun											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>					<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-----S	1					\$380.00		0.00			
Totals														77	\$127,805.00